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**Supporting the Growth of the Los Angeles Film and Digital Media Industry  
Recommendations and Action Plan**

The Film and Digital Media sector of Los Angeles County's vast creative economy is one of the fastest-growing industries, not only in Southern California but in the entire nation. Numerous reports cite increased levels of employment opportunity and an ever-changing ecosystem in which new digital streaming services have taken the lead in content creation. In 2018, Beacon Economics reported that the annual economic output from the Film and Digital Media Industry (Industry) was \$140.9 billion, which includes benefits to small businesses throughout Los Angeles County. The Industry generated \$53.9 billion in income for labor, supporting 568,000 jobs. LA County continues to lead the rest of the country as the national leader in content production and Industry jobs accounting for 9 percent of the United States' Film and Digital Media employment.

However, the workforce in both "above-" and "below-the-line" occupations and the production of content has failed to reflect the rich ethnic, racial, and gender diversity of Los

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Angeles. The Industry in LA County has traditionally relied on strong and close-knit professional networks that kept those who were already employed and added only new talent with access to those networks. In recent years, the Industry has responded to growing pressure to increase and accelerate diversity and inclusion efforts. As a result, some progress, though slow, has been observed with racial minorities outpacing growth over non-Hispanic whites in the Industry over the last ten years.

Given the Industry's stronghold and growth in Los Angeles County, one of the most diverse regions in the country, more must be done to ensure that the talent pipeline is reflective of the diversity of the region and the increasingly global audience. In September 2019, in response to direction from the Board, the CEO's office, in collaboration with the Department of Workforce Development, Aging and Community Services (WDACS), the Department of Arts and Culture, The Department of Consumer and Business Affairs (DCBA), the Los Angeles County Development Authority and other relevant departments submitted a report to the Board outlining a five point County Plan to support the growth of the Film and Digital sector of the Creative Economy. The Five-Point County Plan includes the following:

1. A proposal for the development of a Film and Digital Media career pathway program led by WDACS that serves targeted populations, including County clients, and is incorporated into workforce development programs offered across County departments;
2. A proposal to support local emerging businesses within the Film and Digital Media Industry, such as the growing number of small and emerging digital media firms;

3. A proposal to create the first Los Angeles County Forum on Film and Digital Media that connects legacy and emerging segments of the Film and Digital Media Industry, provides a venue for the exchange of innovative workforce hiring strategies and best practices, and moves forward the further diversification of the Industry;
4. Identification of both public and private funding resources related to the creation of the County Plan along with a proposed budget for the implementation of these economic development programs for the Film and Digital Media Industry; and
5. Advocacy for, and support of, legislation that promotes the growth of the creative economy.

The County has an opportunity to advance key elements of the Five Point County Plan to support the Film and Digital sector of the Creative Economy.

**WE, THEREFORE, MOVE** that the Board of Supervisors direct the CEO to work with WDACS, the Department of Arts and Culture, DCBA, the Los Angeles County Development Authority (LACDA) and any other relevant County departments or partners to implement the Five-Point County Plan as put forth in the CEO's September 13, 2019 report (September Report) to the Board, including, but not limited to:

1. Directing the Acting Director of WDACS, in partnership with CEO and in collaboration with the Department of Arts & Culture, Women and Girls Initiative, DCBA, and LACDA to implement a Film and Digital Media (F&DM) career pathways program, including the pilot program outlined in the report, that serves county clients

and targeted populations that have historically experienced barriers to high-quality employment. The Film and Digital Media Program shall include:

- a. The integration of the Film and Digital Media program into workforce development programs offered across all County departments through:
  - i. A coordinated referral process to the America's Job Centers of California (AJCC) from the referring County departments and agencies identified in the September report;
  - ii. Exposure for program participants to careers in the technology and digital media industries via immersive technical workshops, job shadowing, and coaching by creative sector professionals;
  - iii. Job Readiness Training for program participants, which includes portfolio and resume support, soft skill training, and development of interviewing techniques;
  - iv. Paid internships or apprenticeships for program participants to support the acquisition of hard skills and provide participants with networking opportunities; and
  - v. Placement for program participants into full time, unsubsidized employment in the creative economy.
2. Directing WDACS, in consultation with CEO, to procure a consultant or consultants to provide subject matter expertise to:
  - a. Leverage existing industry partnerships, develop new partnerships, provide in-service training to County Departments, facilitate internship placement and support for partners, and provide technical expertise and

guidance on training curricula and program implementation in order to establish and coordinate the Film and Digital Media Program expeditiously.

3. Directing CEO to plan and execute the LA County Film and Digital Media Forum, to connect legacy and emerging segments of the Industry, providing a venue for the exchange of innovative workforce hiring strategies and best practices, and further diversifying the Film and Digital Media Industry.
4. Directing WDACS, CEO, DCBA and LACDA to collaborate with employers, unions, community colleges, and high road employment training partners in the Film and Digital Media Industries to identify and develop a plan for the expansion of non-traditional apprenticeship opportunities within the creative economy that lead to family sustaining career pathway opportunities.
5. Directing WDACS to Report back to the Board in 180 days on progress in implementing the Film and Digital Media pilot program.

**WE FURTHER MOVE** that the Board of Supervisors direct the CEO, in coordination with the LACDA, and other relevant County Departments to report back to the Board in 180 days with recommendations for steps the County can take to support the need for increased production facilities, including but not limited to sound studios, to ensure the region can accommodate the growth of the Film and Digital Media Industry and sustain the growing jobs.